

ORDER



Orders	Order / Rev:	100308	Primary AE:	Amy McCreary
	Alt Order #:	06809912	Sales Office:	BLPHI
	Product Desc:	NRSC 2012	Sales Region:	National
	Estimate:			
	Flight Dates:	10/17/12 - 10/23/12		
	Original Date / Rev:	04/13/12 / 09/19/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	<u>National Republican Senatorial Committee</u> <i>-Revised</i>		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2,PLI1	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSTUE, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	114	\$86,250.00	\$73,312.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$86,250.00	\$73,312.50	0.00
Totals	114	\$86,250.00	\$73,312.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$86,250.00
Market	100%	\$278,225.81

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$86,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$47,298.39
KTUD	1%	\$2,782.26
KVVU	17%	\$47,298.39
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,346.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	3	\$700.001	0.00	NM	3	\$2,100.00	
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 10/15/12	10/21/12	--WTF--		3	\$700.00		0.00						

Order / Rev: 100308
 Alt Order #: 06809912
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: National Republican Senatorial Committee
 Product Desc: NRSC 2012
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 6-7a WakeUp w/Wagners		6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12															
E 2	KSNV	10/22/12	10/23/12	M-F 6-7a WakeUp w/Wagners		6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 3	KSNV	10/22/12	10/23/12	Today Show	CM	658a-9am	MT-----	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 4	KSNV	10/17/12	10/19/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$900.00	1	0.00	NM	6	\$5,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12															
E 5	KSNV	10/17/12	10/19/12	M-F Today Show II 3rd 10M		9-10a	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12															
E 6	KSNV	10/22/12	10/23/12	M-F Today Show II 3rd 10M		9-10a	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 7	KSNV	10/22/12	10/23/12	M-F Today Show III 4th 10M		10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 8	KSNV	10/17/12	10/19/12	M-F Today Show III 4th 10M		10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12															
E 9	KSNV	10/17/12	10/19/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12															
E 10	KSNV	10/22/12	10/23/12	Rachael Ray	CM	11am-12pm	MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 11	KSNV	10/22/12	10/23/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
E 12	KSNV	10/17/12	10/19/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12															
E 13	KSNV	10/17/12	10/19/12	Noon News	CM	1230-1p	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

Order / Rev: 100308
Alt Order #: 06809912
Flight Dates: 10/17/12 - 10/23/12

Advertiser: National Republican Senatorial Committee

Product Desc: NRSC 2012

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				The Agenda 1230pm												
				The Agenda 1230pm												
				AGENDA												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/15/12	10/21/12	--WTF--	3	\$325.00	0.00							
E 14	KSNV	10/22/12	10/23/12	The Agenda 1230pm	CM	1230-1p		MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				The Agenda 1230pm												
				AGENDA												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/22/12	10/28/12	MT-----	2	\$325.00	0.00							
E 15	KSNV	10/22/12	10/23/12	The Doctors	CM	2pm-3pm		MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				The Doctors												
				DRS												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/22/12	10/28/12	MT-----	2	\$325.00	0.00							
E 16	KSNV	10/17/12	10/19/12	The Doctors	CM	2pm-3pm		--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
				The Doctors												
				DRS												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/15/12	10/21/12	--WTF--	3	\$325.00	0.00							
E 17	KSNV	10/17/12	10/19/12	Dr. Phil	CM	3-4p		--WTF--	:30	6	\$450.00	1	0.00	NM	6	\$2,700.00
				Dr Phil												
				PHIL												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/15/12	10/21/12	--WTF--	6	\$450.00	0.00							
E 18	KSNV	10/22/12	10/23/12	Dr. Phil	CM	3-4p		MT-----	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
				Dr Phil												
				PHIL												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/22/12	10/28/12	MT-----	4	\$450.00	0.00							
E 19	KSNV	10/22/12	10/23/12	News 3 at 4 (1/2 hr)	CM	4-430p		MT-----	:30	2	\$700.00	2	0.00	NM	2	\$1,400.00
				News 3 at 4												
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/22/12	10/28/12	MT-----	2	\$700.00	0.00							
E 20	KSNV	10/17/12	10/19/12	News 3 at 4 (1/2 hr)	CM	4-430p		--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
				News 3 at 4												
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/15/12	10/21/12	--WTF--	3	\$700.00	0.00							
E 21	KSNV	10/17/12	10/19/12	News 3 at 430pm	CM	430-5pm		--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
				News 3 at 4:30PM												
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/15/12	10/21/12	--WTF--	3	\$700.00	0.00							
E 22	KSNV	10/22/12	10/23/12	News 3 at 430pm	CM	430-5pm		MT-----	:30	2	\$700.00	2	0.00	NM	2	\$1,400.00
				News 3 at 4:30PM												
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/22/12	10/28/12	MT-----	2	\$700.00	0.00							
E 23	KSNV	10/22/12	10/23/12	M-F Early News	CM	5-630p		MT-----	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
				M-F Early News												
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/22/12	10/28/12	MT-----	2	\$1,100.00	0.00							
E 24	KSNV	10/17/12	10/19/12	M-F Early News	CM	5-630p		--WTF--	:30	3	\$1,100.00	2	0.00	NM	3	\$3,300.00
				M-F Early News												
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/15/12	10/21/12	--WTF--	3	\$1,100.00	0.00							
E 25	KSNV	10/17/12	10/19/12		CM	657-730p		--WTF--	:30	3	\$1,200.00	2	0.00	NM	3	\$3,600.00

Order / Rev: 100308
 Alt Order #: 06809912
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: National Republican Senatorial Committee
 Product Desc: NRSC 2012
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy											
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTF--		3	\$1,200.00		0.00						
E 26	KSNV	10/22/12	10/23/12	M-F Jeopardy	CM	657-730p	MT-----	:30	2	\$1,200.00	2	0.00	NM	2	\$2,400.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MT-----		2	\$1,200.00		0.00						
E 27	KSNV	10/22/12	10/23/12	M-F Wheel	CM	730-758pm	MT-----	:30	2	\$1,200.00	2	0.00	NM	2	\$2,400.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MT-----		2	\$1,200.00		0.00						
E 28	KSNV	10/17/12	10/19/12	M-F Wheel	CM	730-758pm	--WTF--	:30	3	\$1,200.00	2	0.00	NM	3	\$3,600.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTF--		3	\$1,200.00		0.00						
E 29	KSNV	10/17/12	10/19/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$1,100.00	2	0.00	NM	3	\$3,300.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTF--		3	\$1,100.00		0.00						
E 30	KSNV	10/22/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MT-----		2	\$1,100.00		0.00						
E 31	KSNV	10/22/12	10/23/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MT-----		2	\$450.00		0.00						
E 32	KSNV	10/17/12	10/19/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTF--		3	\$450.00		0.00						
E 33	KSNV	10/23/12	10/23/12	Tues PR 8-10p	CM	8-10pm	--T-----	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
				Tuesday Prime 8-10pm											
				LOSER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-T-----		1	\$3,600.00		0.00						
E 34	KSNV	10/17/12	10/17/12	Wed PR 10-11p	CM	10-11pm	--W-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Wednesday Prime 10-11pm											
				SVU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--W----		1	\$3,200.00		0.00						
E 35	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S-		1	\$350.00		0.00						
E 36	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$600.00	2	0.00	NM	1	\$600.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S-		1	\$600.00		0.00						
E 37	KSNV	10/20/12	10/20/12		CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00

Order / Rev: 100308
 Alt Order #: 06809912
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: National Republican Senatorial Committee
 Product Desc: NRSC 2012
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Today - SATURD. News 3 Today - SAT															
NEWS															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S-- 1 \$500.00 0.00															
E 38	KSNV	10/17/12	10/19/12	Face to Face w/ Ralston	CM	630-657pm	--WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
Face to Face w/ J.Ralston															
FACE															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 --WTF-- 2 \$900.00 0.00															
E 39	KSNV	10/17/12	10/19/12	Wake Up Early w/ Wagner	CM	430a-5a	--WT---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
Wake Up Early Wagners															
EARLY															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 ---WT--- 1 \$200.00 0.00															
E 40	KSNV	10/20/12	10/20/12	Saturday Jeopardy/Whe	CM	657-8pm	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
WKND Jeop/Wheel															
WH/JEP															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S- 1 \$325.00 0.00															
E 41	KSNV	10/20/12	10/20/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
Saturday Prime 10-11pm															
SVU															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S- 1 \$1,000.00 0.00															
E 42	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
Sa-Su News 3 at Eleven															
NEWS															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S- 1 \$1,000.00 0.00															
E 43	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
Saturday Night Live															
SNL															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S- 1 \$1,400.00 0.00															
E 44	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUND	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
News 3 Sunrise SUNDAY															
NEWS															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S 1 \$350.00 0.00															
E 45	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
Sunday Today															
SUN TODAY															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S 1 \$500.00 0.00															
E 46	KSNV	10/21/12	10/21/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
Meet the Press															
MTP															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S 1 \$1,300.00 0.00															
E 47	KSNV	10/21/12	10/21/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
News 3 Today															
NEWS															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S 1 \$500.00 0.00															
E 48	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
CM															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S 1 \$500.00 0.00															
E 49	KSNV	10/21/12	10/21/12	CM		1P-9PM	-----S	:30	1	\$6,500.00	3	0.00	NM	1	\$6,500.00

Order / Rev: 100308
Alt Order #: 06809912
Flight Dates: 10/17/12 - 10/23/12

Advertiser: National Republican Senatorial Committee

Product Desc: NRSC 2012

KSNV

Estimate: